



KNXV

ORDER

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Flight Dates 09/18/12-09/24/12

<u>Contract / Revision</u>	311323	/	Carmona for Arizona	<u>Order Sep</u>	00:13:00
<u>Original Date / Revision</u>	09/17/12	09/21/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Estimate #</u>	1784
<u>Advertiser</u>	Carmona / Democrat / US Se			<u>Alt Order #</u>	
			1010 Wisconsin Avenue - Suite #80 Washington, DC 20007	<u>Billing Type</u>	Cash
<u>Agency</u>	GMMB Inc			<u>Order Type</u>	GENERAL
<u>Buying Contact</u>				<u>Billing Cycle</u>	EOM/EOC
				<u>Billing Calendar</u>	BROADCAST
				<u>Demographic</u>	A25-54
				<u>Rev Codes</u>	POL POL CAND
				<u>Product Codes</u>	PL
				<u>Priority</u>	P-1
				<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 14% Market Value 175071

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	25%	43767
KPNX	25%	43767
KPPX	%	0
KSAZ	20%	35014
KTVK	16%	28011
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	81	\$20,833.50	\$24,510.00	0.00	08/27/12	09/24/12	81	\$20,833.50	\$24,510.00
Totals	81	\$20,833.50	\$24,510.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N 1	KNXV	09/18/12	09/21/12	M-F 5-6am M-F 5-6am	CM	5am-6am	-TWTF--	:30	5	\$50.00	P-6	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 09/17/12	09/23/12	-TWTF--		5	\$50.00								
N 2	KNXV	09/18/12	09/21/12	M-F 6-7am M-F 6-7am	CM	6am-7am	-TWTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 09/17/12	09/23/12	-TWTF--		3	\$225.00								
N 3	KNXV	09/24/12	09/24/12		CM	6am-7am	M-----	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00



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Contract / Revision **311323** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12/ 09/21/12

Order Sep 00:13:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1784**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 6-7am												
				M-F 6-7am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	M-----		2	\$150.00			0.00						
N 4	KNXV	09/18/12	09/21/12	M-F 7-9am	CM	7am-9am	- TWTF--	:30	4	\$225.00	P-3	0.00	NM		4	\$900.00
				M-F 7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	- TWTF--		4	\$225.00			0.00						
N 5	KNXV	09/24/12	09/24/12	M-F 7-9am	CM	7am-9am	M-----	:30	2	\$150.00	P-6	0.00	NM		2	\$300.00
				M-F 7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	M-----		2	\$150.00			0.00						
N 6	KNXV	09/22/12	09/22/12	Sa 6-7am GMA	CM	6am-7am	-----S-	:30	1	\$150.00	P-3	0.00	NM		1	\$150.00
				Sa 6-7am Good Morning ,												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S-		1	\$150.00			0.00						
N 7	KNXV	09/23/12	09/23/12	Su 6-7am GMA	CM	6am-7am	-----S	:30	1	\$150.00	P-3	0.00	NM		1	\$150.00
				Su 6-7am Good Morning ,												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S		1	\$150.00			0.00						
N 8	KNXV	09/23/12	09/23/12	Su 8-9am	CM	8-9am	-----S	:30	1	\$150.00	P-6	0.00	NM		1	\$150.00
				ABC This Week												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S		1	\$150.00			0.00						
N 9	KNXV	09/18/12	09/21/12	M-F 9am-10am	CM	9am-10am	- TWTF--	:30	4	\$50.00	P-6	0.00	NM		4	\$200.00
				Sonoran Living												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	- TWTF--		4	\$50.00			0.00						
N 10	KNXV	09/24/12	09/24/12	M-F 9am-10am	CM	9am-10am	M-----	:30	1	\$50.00	P-6	0.00	NM		1	\$50.00
				Sonoran Living												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S		1	\$50.00			0.00						
N 11	KNXV	09/18/12	09/21/12	M-F 10am-11am	CM	10am-11am	- TWTF--	:30	4	\$250.00	P-6	0.00	NM		4	\$1,000.00
				The View												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	- TWTF--		4	\$250.00			0.00						
N 12	KNXV	09/24/12	09/24/12	M-F 10am-11am	CM	10am-11am	M-----	:30	1	\$300.00	P-6	0.00	NM		1	\$300.00
				The View												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----S		1	\$300.00			0.00						
N 13	KNXV	09/18/12	09/21/12	M-F 11am-12pm	CM	11am-12pm	- TWTF--	:30	4	\$80.00	P-6	0.00	NM		4	\$320.00
				ABC15 News at 11AM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	- TWTF--		4	\$80.00			0.00						
N 14	KNXV	09/24/12	09/24/12	M-F 11am-12pm	CM	11am-12pm	M-----	:30	1	\$80.00	P-6	0.00	NM		1	\$80.00
				ABC15 News at 11AM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----S		1	\$80.00			0.00						
N 15	KNXV	09/18/12	09/21/12	M-F 12pm-1pm	CM	12pm-1pm	- TWTF--	:30	5	\$100.00	P-6	0.00	NM		5	\$500.00
				The Chew												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----S		1	\$100.00			0.00						



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Hiatus DatesOrder Sep 00:13:00Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**Estimate # **1784**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N28	KNXV	09/18/12	09/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	4	\$500.00	P-6	0.00	NM	4	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		4	\$500.00			0.00						
N29	KNXV	09/24/12	09/24/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	M-----		1	\$500.00			0.00						
N30	KNXV	09/23/12	09/23/12	Primetime Emmys Primetime Emmys	CM	5p-8p	-----S	:30	1	\$4,500.00	P-6	0.00	NM	1	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S		1	\$4,500.00			0.00						
N31	KNXV	09/23/12	09/23/12	Prime News News following Emmys	CM	8p-9p	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S		1	\$600.00			0.00						
N32	KNXV	09/18/12	09/21/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-TWTF--	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		3	\$850.00			0.00						
N33	KNXV	09/18/12	09/21/12	Nightline Nightline	CM	1035pm-1102pm	-TWTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		3	\$350.00			0.00						
N34	KNXV	09/22/12	09/22/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S-		1	\$450.00			0.00						
N35	KNXV	09/23/12	09/23/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S		1	\$850.00			0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KNXV	09/17/12-09/23/12	SU 10-1035pm		10pm-1035pm				-----Su	:30	(\$850.00)	0.00	NM			
See MG 35.2 [NA due to the Emmy's jtaylor 9/18]																
2	KNXV	09/17/12-09/23/12	Prime News		8p-9p				MTWThFSaSu	:30	\$850.00	0.00	NM			
M MG for 35.1 09/23																
N36	KNXV	09/18/12	09/21/12	M-F 1236am-110am M-F 1236am-110am	CM	1236am-110am	-TWTF--	:30	1	\$40.00	P-6	0.00	NM	1	\$40.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-TWTF--		1	\$40.00			0.00						
N37	KNXV	09/22/12	09/22/12	SA 530am-6am SA 530am-6am	CM	530am-6am	-----S-	:30	1	\$45.00	P-3	0.00	NM	1	\$45.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----S-		1	\$45.00			0.00						

*Tax 1 Note: Tax 0.5%.

Totals

81 \$24,510.00